



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-27-2012 PAGE: 1 of 2

CAMPAIGN GROUP - 304
ATTN: LISA CABANEL
1600 LOCUST STREET
PHILADELPHIA PA 19103

Contract No 403917		Contract Dt 10-26-2012		Revision Dt		Rev# 0		Advertiser MARKELL FOR DELAWARE				Brand MARKELL FOR GOV-DE				Product Code POLITICALS				Station/Market WPVI - PHILADELPHIA			
Agency Est# 10.30-11.5.12				SAR #		Sales Office PHILADELPHIA		Account Executive D. OHLEY		Start Date 10-30-2012		End Date 11-05-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title			
Line	Start Date	End Date	Time Period	Description						RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)						9	30		X	X	X	X			1	2,200	1	2,200.00	
2	10-30-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)						7	30		X	X	X	X			1	4,000	1	4,000.00	
3	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)						7	30		X	X	X	X		X	1	4,200	1	4,200.00	
4	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)						9	30		X	X	X	X			1	1,500	1	1,500.00	
5	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)						9	30	1							1	1,500	1	1,500.00	
6	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)						8	30		X	X	X	X			1	1,500	1	1,500.00	
7	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)						8	30		X	X	X	X			1	1,300	1	1,300.00	
8	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)						8	30	1							1	1,300	1	1,300.00	
9	10-30-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)						8	30		X	X	X	X			1	700	1	700.00	
10	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)						9	30	1							1	10,000	1	10,000.00	
11	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)						9	30							1	1	5,000	1	5,000.00	
																				Contracted Gross Total:		11	33,200.00
																				Actual Gross Total:		11	33,200.00
																				Agency Commission:			4,980.00
																				Net Total:			28,220.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-27-2012 PAGE: 2 of 2

CAMPAIGN GROUP - 304
ATTN: LISA CABANEL
1600 LOCUST STREET
PHILADELPHIA PA 19103

Contract No 403917	Contract Dt 10-26-2012	Revision Dt	Rev# 0	Advertiser MARKELL FOR DELAWARE	Brand MARKELL FOR GOV-DE	Product Code POLITICALS							Station/Market WPVI - PHILADELPHIA							
Agency Est# 10.30-11.5.12		SAR #		Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total					
Nov 12		0.00		0.00		33,200.00		0.00							33,200.00					
TOTAL		0.00		0.00		33,200.00		0.00							33,200.00					

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood